1. A method comprising:

    assigning an individual identifier to the clients comprising a set of clients;

    assigning a group identifier to a subset of the clients within the set of clients; and

    enabling a first client in said set to determine whether a message is sent to the first client or to the subset.

2. The method of claim 1 further including sending a single message to a subset of said clients.

3. The method of claim 1 including sending television content to a plurality of clients.

4. The method of claim 1 wherein assigning an individual identifier includes assigning a code portion that identifies a particular client as belonging to a subset of clients within the set of clients.

5. The method of claim 4 including comparing a group identifier, received by a client with a message, to the client's individual identifier to determine whether the particular client is within the addressed subset.

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1   6.   The method of claim 1 including addressing the

2 same message to a subset of clients.

1   7.   The method of claim 1 including sending a message

2 to a client in a unidirectional messaging system.

1   8.   An article comprising a medium storing

2 instructions that enable a processor-based system to:

3   assign an individual identifier to a client

4 comprising a set of clients;

5   assign a group identifier to a subset of the

6 client within the set of clients; and

7   enable a first client in said set to determine

8 whether a message is sent to the first client or to the

9 subset.

1   9.   The article of claim 8 further storing

2 instructions that enable the processor-based system to send

3 a single message to a subset of said clients.

1   10.   The article of claim 8 further storing

2 instructions that enable the processor-based system to send

3 television content to a plurality of clients.

1   11.   The article of claim 8 further storing

2 instructions that enable the processor-based system to

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3   assign a code portion that identifies a particular client

4   as belonging to a subset of clients within the set of

5   clients.

1   12.   The article of claim 11 further storing

2   instructions that enable the processor-based system to

3   compare a group identifier, received by a client with a

4   message, to the client's individual identifier to determine

5   whether the client is within the address subset.

1   13.   The article of claim 8 further storing

2   instructions that enable the processor-based system to

3   address the same message to a subset of clients.

1   14.   The article of claim 8 further storing

2   instructions that enable the processor-based system to send

3   a message to a client in a unidirectional messaging system.

1   15.   A method comprising:

2   providing at least two agents on a client;

3   assigning a different address to each of said

4   agents; and

5   determining whether a message received by said

6   client is addressed to one of said agents.

1 16. The method of claim 15 including sending at least
2 two different types of messages to said client.

1 17. The method of claim 16 including sending messages
2 including software and messages not including software.

1 18. The method of claim 17 including assigning
2 different addresses to messages to a client that include
3 software and messages that do not include software.

1 19. The method of claim 18 including addressing
2 messages including software to an agent on the client that
3 is adapted to handle the downloading of software.

1 20. The method of claim 15 including assigning an
2 individual identifier to the clients comprising a set of
3 clients, assigning a group identifier to a subset of the
4 clients within the set of clients, and enabling a first
5 client in said set to determine whether a message is sent
6 to the first client or the subset.

1 21. An article comprising a medium storing
2 instructions that enable a processor-based system to:
3   provide at least two agents on a client;
4   assign a different address to each of said
5 agents; and

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6   determine whether a message received by said

7   client is addressed to one of said agents.

1   22.   The article of claim 21 further storing

2   instructions that enable the processor-based system to send

3   at least two different types of messages to said client.

1   23.   The article of claim 22 further storing

2   instructions that enable the processor-based system to send

3   messages including messages including software and messages

4   not including software.

1   24.   The article of claim 23 further storing

2   instructions that enable the processor-based system to

3   assign different addresses to messages to a client that

4   include software and messages that do not include software.

1   25.   The article of claim 24 further storing

2   instructions that enable the processor-based system to

3   address messages including software to an agent on the

4   client, said agent adapted to handle the downloading of

5   software.

1   26.   The article of claim 21 further storing

2   instructions that enable the processor-based system to

3   assign an individual identifier to the clients comprising a

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4   set of clients, assign a group identifier to a subset of

5   the clients within the set of clients and enable a first

6   client in the first set to determine whether a message is

7   sent to the first client or the subset.

1   27. A system comprising:

2   a processor-based device; and

3   a storage coupled to said device, said storage

4   storing instructions that enable the processor-based device

5   to assign an individual identifier to the clients

6   comprising a set of clients, assign a group identifier to a

7   subset of the clients within the set of clients and enable

8   a first client in said set to determine whether a message

9   is sent to the first client or to the subset.

1   28. The system of claim 27 wherein said system

2   distributes television content to a plurality of clients.

1   29. The system of claim 27 including a comparator

2   that compares a group identifier, received by a client with

3   a message, to the client's individual identifier to

4   determine whether the particular client is within the

5   addressed subset.

1   30. A system comprising:

2   a processor-based device; and

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3   a storage coupled to said device storing

4   instructions that enable the processor-based device to

5   handle at least two agents on a client, assign a different

6   address to each of said agents and determine whether a

7   message received by the client is addressed to one of said

8   agents.